

FCC REPORT – 3RD QUARTER 2016

**KXPK HAS ASCERTAINED THAT THE FOLLOWING
ISSUES ARE MATTERS OF CONCERN TO THE COMMUNITY IT SERVES:**

- 1. NATIONAL POLITICS**
- 2. HEALTH**
- 3. ECONOMY**
- 4. COMMUNITY ISSUES**
- 5. PUBLIC SAFETY**
- 6. EDUCATION**

PERSPECTIVA NACIONAL FCC REPORT – 3RD QUARTER 2016

ISSUE: NATIONAL POLITICS

Program: Perspectiva Nacional (Segment #1, 9:00)

When: July 3rd, 2016 7:30-8:00am

Description of Program

The Supreme Court overturns a law imposing restrictions on abortion clinics in Texas. What impact will this decision have in other states? We speak with Pierre Priale, criminal lawyer and Marie Ann Benitez, of the National Latina Institute for Reproductive Health.

Program: Perspectiva Nacional (Segment #2, 8:00)

When: July 3rd, 2016 7:30-8:00am

Description of Program

15 days before the Republican convention in Cleveland, Ohio, Donald Trump tries to moderate his tone and present himself as a more presidential candidate. However, polls show Hillary Clinton leading in the race for the White House. We interview Melisa Diaz, Democratic analyst and Israel Ortega, Republican analyst.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: July 3rd, 2016 7:30-8:00am

Description of Program

Congress approved the controversial Puerto Rico Oversight, Management, and Economic Stability Act, known as PROMISE, for its acronym in English. Economist Isaac Cohen speaks of the impact and repercussions of this rescue plan.

Program: Perspectiva Nacional (Segment #2, 8:00)

When: July 10th, 2016 7:30-8:00am

Description of Program

We analyze the latest developments in the electoral scene: The FBI's decision to exonerate Hillary Clinton for her handling of e-mails with classified information during her tenure as Secretary of State; President Barack Obama campaigns with her in North Carolina, a first; the controversy over the alleged anti-Semitism of Donald Trump and the second meeting between the magnate and Republican congressional members. We speak with Jose Fuentes Agostini, a Republican analyst and Jose Parra, Democratic analyst.

Perspectiva Nacional (Segment #2, 8:00)

When: July 17th, 2016 7:30-8:00am

Description of Program

We talk about Donald Trump's pick for VP, the impact of the support of Bernie Sanders to the campaign of Hillary Clinton, the strategy of Congressional Republicans continuing to question the credibility of the Democrat with her email servers and how the Republican Party prepares to crown Donald Trump as its presidential candidate during the convention, which will take place from 18 to 21 July in Cleveland, Ohio. We interview Rocio Velez, Republican analyst and Jennifer Molina, of the liberal Center for American Progress.

PERSPECTIVA NACIONAL FCC REPORT – 3RD QUARTER 2016

ISSUE: HEALTH

Program: Ad Council / Clean up Mold - 30 second PSA

When: July 18th – September 27th, 2016

Description of Program

Washington, DC, September 17, 2013 — Seven million children in the United States have asthma and nearly two-thirds of them will experience an asthma attack this year, according to the Centers for Disease Control and Prevention (CDC). In an effort to educate parents of children with asthma about simple steps they can take to prevent attacks, the Ad Council and the U.S. Environmental Protection Agency (EPA) announced today the launch of a series of public service advertisements (PSAs) featuring a new band of puppet characters called "The Breathe Easies." The campaign includes a series of online videos, radio PSAs and Web banners, available in English and Spanish, featuring the band performing songs about asthma triggers. Viewers and listeners are informed about ways to prevent attacks such as cleaning up mold, not smoking in the house and vacuuming the floor, and directed to find more tips by visiting NoAttacks.org

PERSPECTIVA NACIONAL FCC REPORT – 3ND QUARTER 2016

ISSUE: ECONOMY

Program: Perspectiva Nacional (Segment #3, 6:00)

When: July 10th, 2016 7:30-8:00am

Description of Program

What are the main challenges to small and medium Hispanic entrepreneurs? We interview Hector Barreto, CEO of "The Latino Coalition". He says that Hispanic business owners are concerned about Trump's anti-immigrant speech. He also shares important information for those interested in opening or expanding their business.

PERSPECTIVA NACIONAL FCC REPORT – 3RD QUARTER 2016

ISSUE: COMMUNITY ISSUES

Program: Colorado Broadcasters / Hire for Colorado Workforce Centers– 30 second PSA

When: July 3rd – July 30th, 2016

Workforce Centers provide a variety of free services to assist employers and job seekers alike. Services include Job listings, Career counseling & training, Recruitment of workers, pre-screening & referral services and Tax credits and training reimbursement for employers just to name a few. This year's "Hire for Colorado" campaign sends a powerful message about Colorado's workforce.

Program: Colorado Broadcasters / Department of Law – 60 PSA

When: September 29th – September 30th, 2016

The Colorado Department of Law is providing a community campaign for parents and children about the dangers associated with underage use of marijuana.

The messages, incorporated into the campaign, stem from an outreach program to select Colorado schools. Students were asked to create their own messages, on underage marijuana use, based on what they learned from the outreach program

Program: Ad Council / FATHER- CNFI0299000H – 30 second PSA

When: July 1 – September 27, 2016

Description of Program

86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. The campaign PSAs illustrate how simple it can be to make an impact on a child at any moment. The TV spots feature user-generated content from real fathers making moments with their kids in unexpected ways. All PSAs direct audiences to share their own moments via the hashtag #MakeAMoment and to visit www.fatherhood.gov or call 1-877-4DAD411 for parenting tips, fatherhood programs, and other resources.

PERSPECTIVA NACIONAL FCC REPORT – 3RD QUARTER 2016

ISSUE: PUBLIC SAFETY

Program: Colorado Broadcasters Association / Click or Call Campaign - :30 Second / 60 Second

When: July 1st – September 15, 2016

Description of Program

An underground utility line is damaged once every six minutes nationwide because someone decided to dig without first calling 811, according to data collected by [Common Ground Alliance \(CGA\)](#) ([link is external](#)). The CGA, the association dedicated to protecting underground utility lines and the safety of people who dig near them, collects information from utility owners throughout the United States to measure the scope of damages nationwide.

Digging without knowing the approximate location of underground utilities can result in damage to gas, electric, communications, water and sewer lines, which can lead to service disruptions, serious injuries and costly repairs. PSA directs homeowners / business owners to contact the Colorado 811 line for utility location.

Program: Colorado Broadcasters Association / Click or Call Campaign - :30 Second / 60 Second

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Program: Ad Council / Miscommunication CNLA0008000/H – 30 second PSA

When: July 1st – September 30th, 2016

Description of Program

In the U.S., one in five children struggles with a learning and/or attention issue. That's 15 million kids ages three to 20, and many of their issues go undiagnosed. The adults in their lives often have a hard time understanding their issues due to misconceptions and a lack of information and resources. As a result, these children often face both academic and social challenges. However, with the right strategies and support, they can succeed in the classroom-and outside of it, too. This campaign stems from the idea that parents can sense when their children are struggling but may not know why, or what to do. By demonstrating the realities that children with learning and attention issues face daily, the campaign aims to increase the number of parents who are actively helping and seeking help for their kids. Parents are encouraged to visit [Understood.org](#), a comprehensive, free online resource that empowers parents through personalized support, daily access to experts and specially designed tools to help the millions of children with learning and attention issues go from simply coping to truly thriving.

Program: Ad Council / Sexual Assault Prevention – 30 second PSA

When: July 6st – September 30th, 2016

Description of Program

IT'S ON US to stop sexual assault. One in five women and one in 16 men are sexually assaulted in college. This campaign aims to raise awareness and inspire action against sexual assault in communities and on campuses nationwide. We are reframing sexual assault in a way that inspires everyone to see it as their responsibility, big or small, to prevent it. IT'S ON US is a declaration that sexual assault is not only a crime but a societal problem in which all of us have a role to fill. Celebrities like Zoe Saldana, Matt McGorry and others are speaking out to communicate to everyone that consent is non-negotiable.

Program: Perspectiva Nacional (Segment #1, 9:00)

When: July 5th, 2016 7:30-8:00am

Description of Program

The recent attacks in Turkey, Bangladesh, Iraq and Saudi Arabia that claimed the lives of hundreds of innocent people in one week, makes us wonder if the Islamic state is gaining ground or whether on the contrary, the attacks are the result of the desperation of their leaders trying to cover up their loss of territory they control. We discuss the arrest of a lone wolf in the metropolitan area of Washington DC, accused of plotting a terrorist attack on US soil on behalf of ISIS, we speak with Emilio Viano and Roger Pardo-Maurer, experts on security issues.

Program: Perspectiva Nacional (Segment #1, 9:00)

When: July 17th, 2016 7:30-8:00am

Description of Program

Studies show significant racial disparities in the justice system in this country, being African-Americans and Hispanics the most affected groups. The recent deaths of Alton Sterling, in Louisiana and the Philando Castile, Minnesota; sparked riots in Dallas, Texas; causing 5 Policemen to be killed and 9 people injured. The Sterling and Castile deaths generated numerous protests nationwide. However, we haven't heard of cases of 5 Latinos in the past two weeks who have also died at the hands of police officers. We speak with Gustavo Torres, Executive Director of the organization CASA and criminal lawyer Joseph Malouf.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: July 17th, 2016 7:30-8:00am

Description of Program

In 2015 more than 450 people in the United States lost their lives due to natural disasters. In the last 20 years it is estimated that some 600,000 people have perished in the world due to these disasters, which also have an estimated economic cost of two trillion dollars

This week the United Nations Office for Disaster Risk Reduction launched the campaign "Sendai Sete" which aims to reduce the number of deaths from weather calamities in the next seven years. Daniel Llagués, FEMA spokesman, give us tips to avoid these misfortunes?